

Rep Order# 9779185    Ver# 5    Status Revised    Traffic Order# 45519    Printed: 08/03/2012 3:45 PM    Last Received: 08/03/2012 3:20 PM    Showing Buylines: All Rep & Sta Revised Lines    1 of 2

Station WKRC-TV CINCINNATI, OH    Advertiser ( ) POLITICAL ISSUE GROU    Product RNC    Estimate# 2892    Buyer Tracey Robinson    Phone#    Fax#    Agency ( ) NATIONAL MEDIA RESEARCH PLANNING    Rep Firm    Sales Office ( ) WASHINGTON    Salesperson ( ) ALEXANDRA BRADLEY    Salesperson Phone# 202-955-5342    Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NC. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-MKGD FOR LINE 8 OK. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*8	F	730P-1030P	NFL PRE: BENGALS	:30	\$6,000.00	08/10-08/10	0	0	0	\$0.00	
Rating: 9.8    Sales Remark: V5 1X NA    V5 Comment Changed, Spots/week Changed												
	*15	W	8P-9P	BIG BROTHER	:30	\$5,500.00	08/08-08/08	1	1	1	\$5,500.00	
Rating: 9.8    Sales Remark: V5 MKGD    V5 Added												
	*16	F,M-TH	5A-530A	NEWS	:30	\$500.00	08/03-08/09	1	1	1	\$500.00	
Sales Remark: V5 MKGD    V5 Added												

---REPORT TOTALS---  
Report Totals: 2 / \$6,000.00

---SALES MONTHLY TOTALS---

Jul 12: 6 / \$4,500.00    Aug 12: 38 / \$38,350.00

Rep Order# 9779185 Ver# 5 Status Revised Traffic Order# 45519 Printed: 08/03/2012 3:45 PM 2 of 2  
EC'd Yes Last Received: 08/03/2012 3:20 PM Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product RNC  
Estimate# 2892  
Buyer Tracey Robinson  
Phone#  
Fax#

Sales Totals: 44 / \$42,850.00

Station Totals: 44 / \$42,850.00

Lines not sent/rcld/trn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$174,187

---COMPETITIVE COMMENTS---

OLYMPICS ON WLWT

Books null  
Demos RA35+

Agency ( ) NATIONAL MEDIA RESEARCH PLANING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 20/445/2892  
Flight Dates 07/27/2012 - 08/10/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

CABL	0%	EKRC	2%	UNKN	0%	WBQC	0%	WCPO	15%
WKRC	24%	WLWT	45%	WSTR	5%	WXIX	7%		

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product RNC  
Estimate# 2892  
Buyer Tracey Robinson  
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Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
Rep Firm  
Sales Office ( ) WASHINGTON  
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--- CONTRACT COMMENT ---

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--- REMARKS ---

pls see line 8  
t/r  
Lynda/jlm

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	* 8	F	730P-1030P	NFL PRE: BENGALS	:30	\$6,000.00	08/10-08/10	1	1	1	\$6,000.00	
Rating: 9.8												

Station Remark: V4 no nfl on 8/10 mg 8/8 wed 8-9p 1x @ 5,500. big bro and 1x m-f 5-530a news @ 500.00

---REPORT TOTALS---

Report Totals: 1 / \$6,000.00

---SALES MONTHLY TOTALS---

Jul 12: 6 / \$4,500.00 Aug 12: 37 / \$38,350.00

Sales Totals: 43 / \$42,850.00  
Station Totals: 43 / \$42,850.00  
Lines not sent/rcld/trln: 0 / \$0.00

---COMPETITIVE---

Market Totals \$174,187  
CABL 0% EKRC 2% UNKN 0% WBQC 0% WCPO 15%  
WKRC 24% WLMW 45% WSTR 5% WXIX 7%

---COMPETITIVE COMMENTS---

Rep Order# 9779185 Ver# 4 Status Returned  
EC'd Yes

Traffic Order# 45519

Printed: 08/03/2012 10:44 AM  
Last Received: 07/27/2012 4:00 PM  
Showing Buylines: All Rep & Sta Revised Lines

2 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product RNC  
Estimate# 2892  
Buyer Tracey Robinson  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 20/445/2892  
Flight Dates 07/27/2012 - 08/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

OLYMPICS ON WLWT

Books null  
Demos RA35+

## Connell II, Jim

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**From:** dmcullah@wkrc.com  
**Sent:** Tuesday, July 31, 2012 1:13 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Republican National Committee - 45519

Station: WKRC-TV

### Order Information:

Order #: 45519  
Order Total: \$42,850.00  
Agency: National Media Team  
Advertiser: Republican National Committee  
Product: RNC  
Alternate Order #: 09779185  
Estimate #: 2892  
Flight Dates: 07/27/12 - 08/10/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

### Preempted Spot Information (45519-8-1):

Rate: \$6,000.00  
Air Date: Fri 08/10/12  
Eligible Days: -----F-----  
Inventory Code: Bengals vs New York  
Inventory Description: Bengals vs New York 8/10  
Inventory Code Time: 7:30 PM-10:30 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: Program Change -No Return

1x Wed 8-9P on  
8/8 @ \$5500 &  
1x M-F 5-5:30A  
w/ 8/6 @ \$500

Spot Manager: All, 07/27/12-08/10/12

Hot	State	Alt Order #	Date	Order Product Desc	Program (Bool)	Line	Length	Rate	AE Full Name	Order End	Inv. Code (Book)	Time Period	Agency
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Station: WKRC-TV

Advertiser: Republican National Committee

Order: 45519

No D	09779185	08/08/12 RNC	8	:30	\$500.00 Millennium Washi	08/10/12 5a Good Morn Ctr	(5:00:00 AM-National Medi	
No P	09779185	08/03/12 RNC	5	:30	\$1,000.00 Millennium Washi	08/10/12 5p Local 12 News	(5:00:00 PM-National Medi	
No P	09779185	08/06/12 RNC	5	:30	\$1,000.00 Millennium Washi	08/10/12 5p Local 12 News	(5:00:00 PM-National Medi	
No P	09779185	08/01/12 RNC	5	:30	\$1,000.00 Millennium Washi	08/10/12 5p Local 12 News	(5:00:00 PM-National Medi	
No P	09779185	08/03/12 RNC	6	:30	\$1,100.00 Millennium Washi	08/10/12 5p Local 12 News	(5:30:00 PM-National Medi	
No P	09779185	08/03/12 RNC	6	:30	\$1,100.00 Millennium Washi	08/10/12 5p Local 12 News	(5:30:00 PM-National Medi	
No P	09779185	08/06/12 RNC	1	:30	\$650.00 Millennium Washi	08/10/12 6a Good Morn Ctr	(6:30:00 AM-National Medi	
No P	09779185	07/31/12 RNC	1	:30	\$650.00 Millennium Washi	08/10/12 6a Good Morn Ctr	(6:30:00 AM-National Medi	
No P	09779185	08/08/12 RNC	1	:30	\$650.00 Millennium Washi	08/10/12 6a Good Morn Ctr	(6:30:00 AM-National Medi	
No P	09779185	08/03/12 RNC	1	:30	\$650.00 Millennium Washi	08/10/12 6a Good Morn Ctr	(6:30:00 AM-National Medi	
No P	09779185	08/02/12 RNC	1	:30	\$650.00 Millennium Washi	08/10/12 6a Good Morn Ctr	(6:30:00 AM-National Medi	
No P	09779185	07/28/12 RNC	2	:30	\$350.00 Millennium Washi	08/10/12 6a-8a Local 12 N	(7:00:00 AM-National Medi	
No P	09779185	08/04/12 RNC	2	:30	\$350.00 Millennium Washi	08/10/12 6a-8a Local 12 N	(7:00:00 AM-National Medi	
No P	09779185	07/27/12 RNC	4	:30	\$250.00 Millennium Washi	08/10/12 M-F 10a-11a	10:00 AM-11 National Medi	
No P	09779185	08/02/12 RNC	4	:30	\$250.00 Millennium Washi	08/10/12 M-F 10a-11a	10:00 AM-11 National Medi	
No P	09779185	07/28/12 RNC	10	:30	\$1,400.00 Millennium Washi	08/10/12 Sat Reg 3	10:00 PM-11 National Medi	
No P	09779185	08/01/12 RNC	12	:30	\$1,400.00 Millennium Washi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi	
No P	09779185	08/06/12 RNC	12	:30	\$1,400.00 Millennium Washi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi	
No P	09779185	08/07/12 RNC	12	:30	\$1,400.00 Millennium Washi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi	
No P	09779185	08/06/12 RNC	12	:30	\$1,400.00 Millennium Washi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi	
No P	09779185	07/31/12 RNC	12	:30	\$1,400.00 Millennium Washi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi	
No P	09779185	08/09/12 RNC	12	:30	\$1,400.00 Millennium Washi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi	
No P	09779185	07/27/12 RNC	12	:30	\$1,400.00 Millennium Washi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi	
No P	09779185	08/06/12 RNC	12	:30	\$1,400.00 Millennium Washi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi	
No P	09779185	08/08/12 RNC	12	:30	\$1,400.00 Millennium Washi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi	
No P	09779185	08/03/12 RNC	12	:30	\$1,400.00 Millennium Washi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi	
No P	09779185	08/05/12 RNC	14	:30	\$500.00 Millennium Washi	08/10/12 Sun 1135p-1205a	11:35 PM-12 National Medi	
No P	09779185	07/29/12 RNC	14	:30	\$500.00 Millennium Washi	08/10/12 Sun 1135p-1205a	11:35 PM-12 National Medi	
No P	09779185	07/31/12 RNC	13	:30	\$450.00 Millennium Washi	08/10/12 Letterman	11:35 PM-12 National Medi	
No P	09779185	08/06/12 RNC	13	:30	\$450.00 Millennium Washi	08/10/12 Letterman	11:35 PM-12 National Medi	
No P	09779185	08/03/12 RNC	13	:30	\$450.00 Millennium Washi	08/10/12 Letterman	11:35 PM-12 National Medi	
No P	09779185	08/09/12 RNC	13	:30	\$450.00 Millennium Washi	08/10/12 Letterman	11:35 PM-12 National Medi	
No P	09779185	08/01/12 RNC	13	:30	\$450.00 Millennium Washi	08/10/12 Letterman	11:35 PM-12 National Medi	
No P	09779185	07/27/12 RNC	13	:30	\$450.00 Millennium Washi	08/10/12 Letterman	11:35 PM-12 National Medi	
No P	09779185	07/30/12 RNC	13	:30	\$450.00 Millennium Washi	08/10/12 Letterman	11:35 PM-12 National Medi	
No P	09779185	08/08/12 RNC	13	:30	\$450.00 Millennium Washi	08/10/12 Letterman	11:35 PM-12 National Medi	
No P	09779185	08/04/12 RNC	9	:30	\$750.00 Millennium Washi	08/10/12 Hyundai Sun Bow	2:00 PM-6:00 National Medi	
No P	09779185	08/08/12 RNC	7	:30	\$1,200.00 Millennium Washi	08/10/12 6p Local 12 News	6:00 PM-6:30 National Medi	
No P	09779185	08/07/12 RNC	7	:30	\$1,200.00 Millennium Washi	08/10/12 6p Local 12 News	6:00 PM-6:30 National Medi	
No P	09779185	08/01/12 RNC	7	:30	\$1,200.00 Millennium Washi	08/10/12 6p Local 12 News	6:00 PM-6:30 National Medi	
No P	09779185	08/05/12 RNC	11	:30	\$3,000.00 Millennium Washi	08/10/12 Sun Reg 1	7:00 PM-8:00 National Medi	
No P	09779185	07/28/12 RNC	3	:30	\$400.00 Millennium Washi	08/10/12 6a-8a Local 12 N	(7:30 AM-8:00 National Medi	
No P	09779185	08/04/12 RNC	3	:30	\$400.00 Millennium Washi	08/10/12 6a-8a Local 12 N	(7:30 AM-8:00 National Medi	

[Filtered by: ] [Sorted by: Order]

Spot Manager: All, 07/27/12-08/10/12



Hot	State	Alt Order #	Date	Order Product Desc	Program (Bool	Line	Length	Rate	AE Full Name	Order End	Inv. Code (Book	Time Period	Agency
Station: WKRC-TV													
Advertiser: Republican National Committee													
Order: 45519													
No	D	09779185	08/08/12	RNC	Big Brother	8	:30	\$5,500.00	Millennium Washi	08/10/12	Wed Reg 1	8-9p	National Medi
								\$42,850.00					
								\$42,850.00					
								\$42,850.00					
								\$42,850.00					

[Filtered by: ] [Sorted by: Order]